

RANTOZ

RANT 10.12-10.16

Buy Detail Report



Client: Gus Rantz Campaign
Media: TV
Product: Political
Market: Lake Charles

Separation between spots: 30

Estimate: 1417
Description: RANT16 Phase 3 KPLC One Week Flight
Flight Start Date: 10/10/2016 03:00 AM
Flight End Date: 10/16/2016 02:59 AM
Survey: Nov16 Proj. (Nov15 HUT, May16 SHR)
DMA Custom Live+1
Buyer: Heidi Guerra

Vendor: KPLC-TV

Revision #: **Date:** 10/11/2016
Vendor Code: KPLC **11:12 AM**
Send Billing To: Innovative Advertising
4250 Hwy 22
Suite 7
Mandeville, LA 70471
Phone: 985.377.7161
Fax: 985.377.7118

Affiliation: NBC

Line No	Daypart Program	STN Gross	STN Net	Days Dur	Wed 10/12	Thu 10/13	Fri 10/14	Sun 10/16	Total Spots
KPLC-TV									
1	MTuWThF 5:30a- 7:00a 7 News @ Sunrise	\$165.00	\$140.25	30	1	1	1	0	3
2	MTuWThF 7:00a- 9:00a Today Show	\$140.00	\$119.00	30	1	1	1	0	3
3	MTuWThF 5:00p- 5:30p News	\$250.00	\$212.50	30	1	1	0	0	2
4	MTuWThF 6:00p- 6:30p News	\$405.00	\$344.25	30	1	1	1	0	3
5	MTuWThF 10:00p-10:35p News	\$405.00	\$344.25	30	1	1	0	0	2
6	Su 7:00a- 8:00a Sunday Today	\$50.00	\$42.50	30	0	0	0	1	1
7	Su 8:00a- 9:00a Meet the Press	\$190.00	\$161.50	30	0	0	0	1	1
Total Spots:					5	5	3	2	15
Total Cost:		\$3,680.00	\$3,128.00						

Signature: _____



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Total Spots

Disclaimer:

Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that Innovative can cancel this media campaign at any time. At least 90% of all placed GRPS must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.



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Summary by Station/System

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11:12 AM

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Separation between spots: 30

Station	Total Spots	STN Gross	PCT	STN Net	PCT
KPLC-TV	15	\$3,680.00	100%	\$3,128.00	100%
Market Total:	15	\$3,680.00		\$3,128.00	

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date: <u>5/10/16</u>
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I, Nudi Guerra
 being/on behalf of: Gus Rantz For Louisiana
 a legally qualified candidate of the Republican
 political party for the office of: US Congress
 in the Primary
 election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<div style="font-size: 4em; display: inline-block;">See</div> <div style="font-size: 4em; display: inline-block; margin-left: 20px;">Attached</div>					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Gus Rantz for Louisiana

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/10/16
Date

Kendi Guerra
Signature

To Be Signed By Station Representative

☒ Accepted

☒ Accepted in Part

☐ Rejected

Stephanie Gill Stephanie Gill National Sales Coord
Signature Printed Name Title

CONTRACT

KPLC-TV Lake Charles
Send all correspondence to:
320 Division Street
Lake Charles, LA 70601
(337) 439-9071

www.kplctv.com

And:

Innovative Advertising (B)
4250 Hwy 22, Suite 7
Mandeville, LA 70471

Contract / Revision RANT02 /		Alt Order #
Product Congress		
Contract Dates 10/12/16 - 10/16/16		Estimate #
Advertiser POL/Rantz, Gus/R/Congress		Original Date / Revision 10/11/16 / 10/11/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KPLC	Account Executive Political/Local Political	Sales Office KPLC
Special Handling		
Demographic Households		
Agy Code 9913826	Advertiser Code	Product 1/2
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KPLC	10/12/16	10/16/16	7News Sunrise	530-7am		:30				NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--WTF--				3	\$165.00				
N 2	KPLC	10/12/16	10/16/16	NBC Today Show	7-9am		:30				NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--WTF--				3	\$140.00				
N 3	KPLC	10/12/16	10/16/16	Live at Five	5-530pm		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--WT---				2	\$250.00				
N 4	KPLC	10/12/16	10/16/16	7News at Six	559-630pm		:30				NM	3	\$1,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--WTF--				3	\$405.00				
N 5	KPLC	10/12/16	10/16/16	7News Nightcast	10-1035pm		:30				NM	2	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--WT---				2	\$405.00				
N 6	KPLC	10/12/16	10/16/16	NBC Sunday Today Show	7-8am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----S				1	\$50.00				
N 7	KPLC	10/12/16	10/16/16	NBC Meet The Press	8-9am		:30				NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----S				1	\$190.00				
Totals								0.00				15	\$3,680.00

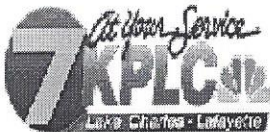
Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/16/16	15	\$3,680.00	(\$552.00)	\$3,128.00
Totals	15	\$3,680.00	(\$552.00)	\$3,128.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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Send all correspondence to:
320 Division Street
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<u>Contract / Revision</u>	<u>Alt Order #</u>
RANT02 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/12/16 - 10/16/16	Congress	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Rantz, Gus/R/Congr	10/11/16 / 10/11/16

Signature: _____ **Date:** _____

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